

## ORDER



KSNV

**Orders**  
**Order / Rev:** 107888  
**Alt Order #:**  
**Product Desc:** October 2012 Campaign  
**Estimate:**  
**Flight Dates:** 10/17/12 - 11/05/12  
**Original Date / Rev:** 10/15/12 / 10/29/12  
**Order Type:** GENERAL

**Primary AE:** Kevin Goodell  
**Sales Office:** VEGS  
**Sales Region:** Local

**Agency Name:** Letizia Mass Media  
**Buying Contact:**  
**Billing Contact:**  
 5460 Desert Point Dr.  
 Las Vegas, NV 89118

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Committee to Elect Amy Chelini *Revised*  
**Demographic:** A25-54  
**Product Codes:** PLC26  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/01/12   | 10/28/12 | 33      | \$15,800.00  | \$13,430.00 |
| 10/29/12   | 11/05/12 | 34      | \$16,425.00  | \$13,961.25 |

## Totals

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012  | 33        | \$15,800.00        | \$13,430.00        | 0.00        |
| November 2012 | 34        | \$16,425.00        | \$13,961.25        | 0.00        |
| <b>Totals</b> | <b>67</b> | <b>\$32,225.00</b> | <b>\$27,391.25</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kevin Goodell     | VEGS         | Local        | Start Of Order - End Of Order | 100%    |

| Ln  | Ch   | Start             | End             | Inventory Code            | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|-----|------|-------------------|-----------------|---------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| N 1 | KSNV | 10/17/12          | 10/21/12        | Wake Up Early w/ Wagners  | CM    | 430a-5a        | --WT--- | :30 | 3                 | \$200.00    | 1   | 0.00          | NM   | 3     | \$600.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/15/12    | 10/21/12        | --WT---                   |       |                |         |     | 3                 | \$200.00    |     | 0.00          |      |       |            |
| N 2 | KSNV | 10/22/12          | 11/04/12        | Wake Up Early w/ Wagners  | CM    | 430a-5a        | MTWT--- | :30 | 5                 | \$200.00    | 1   | 0.00          | NM   | 9     | \$1,800.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/22/12    | 10/28/12        | MTWT---                   |       |                |         |     | 5                 | \$200.00    |     | 0.00          |      |       |            |
|     |      | Week: 10/29/12    | 11/04/12        | MTWT---                   |       |                |         |     | 4                 | \$200.00    |     | 0.00          |      |       |            |
| N 3 | KSNV | 11/05/12          | 11/05/12        | Wake Up Early w/ Wagners  | CM    | 430a-5a        | M-----  | :30 | 1                 | \$200.00    | 1   | 0.00          | NM   | 1     | \$200.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 11/05/12    | 11/11/12        | M-----                    |       |                |         |     | 1                 | \$200.00    |     | 0.00          |      |       |            |
| N 4 | KSNV | 10/17/12          | 10/21/12        | M-F 5-6a WakeUp w/Wagners | CM    | 5-6a           | --WTF-- | :30 | 3                 | \$450.00    | 1   | 0.00          | NM   | 3     | \$1,350.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/15/12    | 10/21/12        | --WTF--                   |       |                |         |     | 3                 | \$450.00    |     | 0.00          |      |       |            |
| N 5 | KSNV | 10/22/12          | 11/04/12        | M-F 5-6a WakeUp w/Wagners | CM    | 5-6a           | -----   | :30 | 0                 | \$450.00    | 1   | 0.00          | NM   | 8     | \$3,600.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/22/12    | 10/28/12        | MTWTF--                   |       |                |         |     | 4                 | \$450.00    |     | 0.00          |      |       |            |
|     |      | Week: 10/29/12    | 11/04/12        | -TWTF--                   |       |                |         |     | 4                 | \$450.00    |     | 0.00          |      |       |            |
| N 6 | KSNV | 11/05/12          | 11/05/12        |                           | CM    | 5-6a           | M-----  | :30 | 2                 | \$450.00    | 1   | 0.00          | NM   | 2     | \$900.00   |

Order / Rev: 107888  
 Alt Order #:  
 Flight Dates: 10/17/12 - 11/05/12

Advertiser: Committee to Elect Amy Chelini  
 Product Desc: October 2012 Campaign  
 Estimate:

KSNV

| Ln   | Ch   | Start             | End             | Inventory Code                                     | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|--|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| M-F 5-6a WakeUp w/Wag<br>M-F 5-6a WakeUp w/Wagners |      |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 11/05/12                                     |      | 11/05/12          | 11/11/12        | M-----   |       |                |         |     | 2                 | \$450.00    |     | 0.00          |      |       |            |
| N 7  | KSNV | 10/17/12          | 10/21/12        | M-F 6-7a WakeUp w/Wag<br>M-F 6-7a WakeUp w/Wagners | CM    | 6-7a           | --WTF-- | :30 | 3                 | \$700.00    | 1   | 0.00          | NM   | 3     | \$2,100.00 |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 10/15/12                                     |      | 10/15/12          | 10/21/12        | --WTF--  |       |                |         |     | 3                 | \$700.00    |     | 0.00          |      |       |            |
| N 8  | KSNV | 11/01/12          | 11/02/12        | M-F 6-7a WakeUp w/Wag<br>M-F 6-7a WakeUp w/Wagners | CM    | 6-7a           | ---TF-- | :30 | 2                 | \$700.00    | 1   | 0.00          | NM   | 2     | \$1,400.00 |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 10/29/12                                     |      | 10/29/12          | 11/04/12        | ---TF--  |       |                |         |     | 2                 | \$700.00    |     | 0.00          |      |       |            |
| N 9  | KSNV | 11/05/12          | 11/05/12        | M-F 6-7a WakeUp w/Wag<br>M-F 6-7a WakeUp w/Wagners | CM    | 6-7a           | M-----  | :30 | 1                 | \$700.00    | 1   | 0.00          | NM   | 1     | \$700.00   |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 11/05/12                                     |      | 11/05/12          | 11/11/12        | M-----   |       |                |         |     | 1                 | \$700.00    |     | 0.00          |      |       |            |
| N 10   | KSNV | 10/17/12          | 10/19/12        | Today Show<br>Today Show                           | CM    | 658a-9am       | --WTF-- | :30 | 2                 | \$900.00    | 1   | 0.00          | NM   | 2     | \$1,800.00 |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 10/15/12                                     |      | 10/15/12          | 10/21/12        | --WTF--  |       |                |         |     | 2                 | \$900.00    |     | 0.00          |      |       |            |
| N 11   | KSNV | 10/22/12          | 11/04/12        | Today Show<br>Today Show                           | CM    | 658a-9am       | -----   | :30 | 0                 | \$900.00    | 1   | 0.00          | NM   | 3     | \$2,700.00 |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 10/22/12                                     |      | 10/22/12          | 10/28/12        | MTWTF--  |       |                |         |     | 1                 | \$900.00    |     | 0.00          |      |       |            |
| Week: 10/29/12                                     |      | 10/29/12          | 11/04/12        | MTWTF--  |       |                |         |     | 2                 | \$900.00    |     | 0.00          |      |       |            |
| N 12   | KSNV | 11/05/12          | 11/05/12        | Today Show<br>Today Show                           | CM    | 658a-9am       | M-----  | :30 | 2                 | \$900.00    | 1   | 0.00          | NM   | 1     | \$900.00   |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 11/05/12                                     |      | 11/05/12          | 11/11/12        | M-----   |       |                |         |     | 1                 | \$900.00    |     | 0.00          |      |       |            |
| N 13   | KSNV | 10/17/12          | 10/19/12        | Noon News<br>Noon News                             | CM    | 12-1230pm      | --WTF-- | :30 | 2                 | \$425.00    | 1   | 0.00          | NM   | 2     | \$850.00   |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 10/15/12                                     |      | 10/15/12          | 10/21/12        | --WTF--  |       |                |         |     | 2                 | \$425.00    |     | 0.00          |      |       |            |
| N 14   | KSNV | 10/22/12          | 11/04/12        | Noon News<br>Noon News                             | CM    | 12-1230pm      | MTWTF-- | :30 | 3                 | \$425.00    | 1   | 0.00          | NM   | 6     | \$2,550.00 |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 10/22/12                                     |      | 10/22/12          | 10/28/12        | MTWTF--  |       |                |         |     | 3                 | \$425.00    |     | 0.00          |      |       |            |
| Week: 10/29/12                                     |      | 10/29/12          | 11/04/12        | MTWTF--  |       |                |         |     | 3                 | \$425.00    |     | 0.00          |      |       |            |
| N 15   | KSNV | 11/05/12          | 11/05/12        | Noon News<br>Noon News                             | CM    | 12-1230pm      | M-----  | :30 | 1                 | \$425.00    | 1   | 0.00          | NM   | 1     | \$425.00   |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 11/05/12                                     |      | 11/05/12          | 11/11/12        | M-----   |       |                |         |     | 1                 | \$425.00    |     | 0.00          |      |       |            |
| N 16   | KSNV | 10/17/12          | 10/19/12        | NEWS 3 at 4 (1 HOUR)<br>4PM NEWS (1 hour)          | CM    | 4-5pm          | --WTF-- | :30 | 2                 | \$725.00    | 1   | 0.00          | NM   | 2     | \$1,450.00 |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 10/15/12                                     |      | 10/15/12          | 10/21/12        | --WTF--  |       |                |         |     | 2                 | \$725.00    |     | 0.00          |      |       |            |
| N 17   | KSNV | 10/22/12          | 11/04/12        | NEWS 3 at 4 (1 HOUR)<br>4PM NEWS (1 hour)          | CM    | 4-5pm          | -----   | :30 | 0                 | \$725.00    | 1   | 0.00          | NM   | 5     | \$3,625.00 |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 10/22/12                                     |      | 10/22/12          | 10/28/12        | MTWTF--  |       |                |         |     | 2                 | \$725.00    |     | 0.00          |      |       |            |
| Week: 10/29/12                                     |      | 10/29/12          | 11/04/12        | MTWTF--  |       |                |         |     | 3                 | \$725.00    |     | 0.00          |      |       |            |
| N 18   | KSNV | 11/05/12          | 11/05/12        | NEWS 3 at 4 (1 HOUR)<br>4PM NEWS (1 hour)          | CM    | 4-5pm          | M-----  | :30 | 1                 | \$725.00    | 1   | 0.00          | NM   | 1     | \$725.00   |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 11/05/12                                     |      | 11/05/12          | 11/11/12        | M-----   |       |                |         |     | 1                 | \$725.00    |     | 0.00          |      |       |            |
| N 19   | KSNV | 10/27/12          | 11/03/12        | Weekend Jeopardy/Wheel<br>WKND Jeop/Wheel          | CM    | 630-730pm      | -----S- | :30 | 1                 | \$525.00    | 1   | 0.00          | NM   | 2     | \$1,050.00 |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 10/22/12                                     |      | 10/22/12          | 10/28/12        | -----S-  |       |                |         |     | 1                 | \$525.00    |     | 0.00          |      |       |            |
| Week: 10/29/12                                     |      | 10/29/12          | 11/04/12        | -----S-  |       |                |         |     | 1                 | \$525.00    |     | 0.00          |      |       |            |

Order / Rev: 107888  
 Alt Order #:  
 Flight Dates: 10/17/12 - 11/05/12

Advertiser: Committee to Elect Amy Chelini  
 Product Desc: October 2012 Campaign  
 Estimate: KSNV

| Ln  | Ch          | Start                                   | End               | Inventory Code                                       | Break | Start/End Time        | Days            | Len           | Spots | Rate        | Pri | Rtg           | Type        | Spots | Amount      |
|-----|-------------|---|-------------------|--|-------|-----------------------|-----------------|---------------|-------|-------------|-----|---------------|-------------|-------|-------------|
| N19 | KSNV        | 10/27/12                                | 11/03/12          | Weekend Jeopardy/Wheel<br>WKND Jeop/Wheel            | CM    | 630-730pm             | -----S-         | :30           | 1     | \$525.00    | 1   | 0.00          | NM          | 2     | \$1,050.00  |
| N20 | KSNV        | 10/20/12                                | 11/03/12          | News 3 Sunrise - SATURDAY<br>News 3 Sunrise SATURDAY | CM    | 6a-7a                 | -----S-         | :30           | 1     | \$350.00    | 1   | 0.00          | NM          | 3     | \$1,050.00  |
|     |             | <u>Start Date</u>                       | <u>End Date</u>   | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u> |     | <u>Rating</u> |             |       |             |
|     |             | Week: 10/15/12                          | 10/21/12          | -----S-  |       | 1                     |                 |               |       | \$350.00    |     | 0.00          |             |       |             |
|     |             | Week: 10/22/12                          | 10/28/12          | -----S-  |       | 1                     |                 |               |       | \$350.00    |     | 0.00          |             |       |             |
|     |             | Week: 10/29/12                          | 11/04/12          | -----S-  |       | 1                     |                 |               |       | \$350.00    |     | 0.00          |             |       |             |
| N21 | KSNV        | 10/31/12                                | 11/01/12          | Wake Up Early w/ Wagner<br>Wake Up Early Wagners     | CM    | 430a-5a               | -----           | :30           | 0     | \$50.00     | 3   | 0.00          | NM          | 1     | \$50.00     |
|     |             | <u>Start Date</u>                       | <u>End Date</u>   | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u> |     | <u>Rating</u> |             |       |             |
|     |             | Week: 10/29/12                          | 11/04/12          | --WT---  |       | 1                     |                 |               |       | \$50.00     |     | 0.00          |             |       |             |
|     | <u>Spot</u> | <u>Ch</u>                               | <u>Date Range</u> | <u>Description</u>                                   |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u> |     | <u>Rtg</u>    | <u>Type</u> |       |             |
|     | 1           | KSNV                                    | 10/29/12-11/04/12 | Wake Up Early w/ Wagners                             |       | 430a-5a               | --WTh-----      | :30           |       | (\$50.00)   |     | 0.00          | NM          |       |             |
|     |             | See MG 21.2                             |                   |  |       |                       |                 |               |       |             |     |               |             |       |             |
|     |             | [NOT AVAILABLE RATE] NOT AVAILABLE RATE |                   |  |       |                       |                 |               |       |             |     |               |             |       |             |
|     | 2           | KSNV                                    | 10/31/12-10/31/12 | Early Today  |       | 4-430am               | --W-----        | :30           |       | \$50.00     |     | 0.00          | NM          |       |             |
|     |             | Ⓜ MG for 21.1 10/31                     |                   |  |       |                       |                 |               |       |             |     |               |             |       |             |
| N22 | KSNV        | 10/29/12                                | 11/04/12          | M-F Today Show II 3rd Hour<br>M-F Today Show II      | CM    | 9-10a                 | -----           | :30           | 0     | \$425.00    | 1   | 0.00          | NM          | 1     | \$425.00    |
|     |             | <u>Start Date</u>                       | <u>End Date</u>   | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u> |     | <u>Rating</u> |             |       |             |
|     |             | Week: 10/29/12                          | 11/04/12          | MTWTF--  |       | 1                     |                 |               |       | \$425.00    |     | 0.00          |             |       |             |
| N23 | KSNV        | 11/05/12                                | 11/05/12          | M-F Today Show II 3rd Hour<br>M-F Today Show II      | CM    | 9-10a                 | -----           | :30           | 0     | \$425.00    | 1   | 0.00          | NM          | 1     | \$425.00    |
|     |             | <u>Start Date</u>                       | <u>End Date</u>   | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u> |     | <u>Rating</u> |             |       |             |
|     |             | Week: 11/05/12                          | 11/11/12          | M-----   |       | 1                     |                 |               |       | \$425.00    |     | 0.00          |             |       |             |
| N24 | KSNV        | 10/29/12                                | 11/04/12          | Dr. Phil<br>Dr Phil                                  | CM    | 3-4p                  | -----           | :30           | 0     | \$450.00    | 1   | 0.00          | NM          | 2     | \$900.00    |
|     |             | <u>Start Date</u>                       | <u>End Date</u>   | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u> |     | <u>Rating</u> |             |       |             |
|     |             | Week: 10/29/12                          | 11/04/12          | MTWTF--  |       | 2                     |                 |               |       | \$450.00    |     | 0.00          |             |       |             |
| N25 | KSNV        | 10/29/12                                | 11/04/12          | Rachael Ray<br>Rachael Ray                           | CM    | 11am-12pm             | -----           | :30           | 0     | \$325.00    | 1   | 0.00          | NM          | 1     | \$325.00    |
|     |             | <u>Start Date</u>                       | <u>End Date</u>   | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u> |     | <u>Rating</u> |             |       |             |
|     |             | Week: 10/29/12                          | 11/04/12          | MTWTF--  |       | 1                     |                 |               |       | \$325.00    |     | 0.00          |             |       |             |
| N26 | KSNV        | 11/05/12                                | 11/05/12          | Rachael Ray<br>Rachael Ray                           | CM    | 11am-12pm             | -----           | :30           | 0     | \$325.00    | 1   | 0.00          | NM          | 1     | \$325.00    |
|     |             | <u>Start Date</u>                       | <u>End Date</u>   | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u> |     | <u>Rating</u> |             |       |             |
|     |             | Week: 11/05/12                          | 11/11/12          | M-----   |       | 1                     |                 |               |       | \$325.00    |     | 0.00          |             |       |             |
|     |             |   |                   |  |       |                       |                 |               |       |             |     |               | Totals      | 67    | \$32,225.00 |